

Draft Until Approved
SLO Wine Lodging Alliance
Board Meeting Minutes

July 11, 2016 – Bobcat Vineyard

Board Members Present:

Ed Kurtz, Casita at Bobcat Vineyard
Corinne Smith, Greengate Ranch & Vineyard
Pattea Torrence, Old Edna Guest Suites (left at 4:15)
Sally Kruger, former constituent
Pat Goetz, The Casitas Estate

Absent:

CBID:

Cheryl Cuming (CAO)

Others Present:

Cheryl Rowe, Admin
Judith Cohen, FreshBuzz Media
Danielle Huber, Tolosa Winery

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1. **Call to Order:** by Ed Kurtz at 3:01 pm
 2. **Public Comment:** Danielle Huber of Tolosa Winery introduced herself. Tolosa is looking into developing a stewardship activity focused on heritage and looks to be more involved with the SLO Wine Lodging board through their concierge service.
 3. **Consent Items:** The April 12, 2016, minutes were submitted for review and approval. A motion was made by Pattea Torrence, and seconded by Corinne Smith to approve the minutes. With no further discussion, the April 12, 2016 minutes were approved by a voice vote of the local Advisory Board. Pat Goetz abstained.
 4. **CBID Local Fund Update:** CAO Cuming reviewed the June local fund summary recap and noted the eblast list increased to over 50,000. The UVPM is stagnant and it is being looked in to. In recapping each fund's spending marketing was the largest followed by events so the CBID board is reviewing their event funding process. CAO Cuming noted that there is an all agency marketing meeting upcoming, as well as an admins meeting. She is working to schedule local fund chair meetings so that regions can work more collaboratively. Ed asked if the county was discussing VR issues and CAO Cuming indicated that the event ordinance and illegal rentals are being monitored. VSLOC and the SLO Chamber have taken an interest in the matter. Pattea noted that the weddings and event venues do bring lodging business to the area.
 5. **Budget Update:** Cheryl Rowe reviewed the updated budget and confirmed that everything was trending similar to the prior year and as expected.
 6. **Presentations:**
 - a. **International Chardonnay Symposium recap**

Cheryl Rowe presented a recap of the event on behalf of Parker Sanpei. Total event attendance increased over 50% and event gross sales were up more than 118%. The event had a significant lodging impact, measured at almost 1200 room nights. The media sponsor, M Dash Publishing, that arranged for sommeliers to visit acknowledged that donated rooms by SLO Wine Lodging members went unused. In recompense the publisher has offered a full page ad in the quarterly magazine, Clever Root.

CAO Cuming suggested that the board consider using their Facebook page in ads and Judith Cohen added that she would like to see a landing page created. A motion was made by Pat Goetz, and seconded by Pattea Torrence, to approve a no-cost ad for Clever Root. With no further discussion, the ad was approved by a unanimous voice vote of the local Advisory Board. Judith noted that the SLO Visitors Guide ad has the Facebook and Instagram icons, and can be increased to a full page. Pat noted that the stock images available need more diversity. Ed sent the ad review process to the marketing committee.

b. FreshBuzz Media

Judith Cohen recapped the work FreshBuzz Media has done since contract began on October 1. The agency provided a logo design, has set up and continued to create feed for Facebook, Twitter and Instagram accounts. Their goal is to create brand awareness and represent each constituent.

Pattea asked about creating rack cards for display at the SLO Chamber and Ed wanted to know cost. Judith said that they have a printer they work with and she will provide figures. CAO Cuming encouraged the board to review their overall marketing effort, including the possibility of a landing page, rack cards and Facebook ads. Judith reminded everyone that organic growth is the hardest so each board member should invite their friends to “Like” the SLO Wine Lodging Facebook page. She also suggested that short videos, if available, make great posts.

7. Action/Discussion Items:

a. 2016-2017 Budget

Ed reviewed the overall budget, reflecting \$13,200 in revenue for the running twelve months, with expenses limited to five main items. He asked when the SLO Wine membership renewal was due and CAO Cuming stated that it may be delayed as SLO Wine is proposing to CBID for support of Coastal AVA creation and that would potentially include membership. She encouraged Ed to initiate the renewal and Ed will approach Heather. Pattea asked what the benefit of the membership is and Ed noted the brochure ad, meeting presentation, winery flyers and event participated as benefits. CAO Cuming and Corinne Smith also noted that benefits of a presence on their website and referrals from their member wineries. Ed indicated that he isn’t sure if he would want other CBID regions to be members of SLO Wine. Ed pointed out that the board has \$13,000 in available carryover which will get used by any expenses in excess of the projected income for the year. CAO Cuming noted that the assessment pool will increase as the region adds more rentals and that the CBID encourages spending. She feels the board should consider paid Facebook advertising and landing page development. She also noted that CBID will be purchasing photos that will be available for use. Ed proposed spending six months of carryover, at \$6,000, and CAO Cuming reminded the board that a proposed budget can be approved but FreshBuzz would have to propose at the next meeting for specific items. Pattea noted that she would like the landing page developed before the Clever Root ad is completed. Judith said that the landing page cost would be based on scope but would likely not exceed \$1000. CAO Cuming noted that the board can approve a larger estimated budget amount and work backwards to allocate those amounts; a scope of work will be needed from FreshBuzz. A motion was made by Pattea Torrence, and seconded by Pat Goetz, to approve an overall budget amount of \$15,200. With no further discussion, it was approved by a unanimous voice vote of the local Advisory Board. Ed encouraged everyone to come to the next meeting with spending ideas.

b. Ongoing meeting date/time

Ed wants to set an established date and time for board meetings going forward. He proposed meeting the second Tuesday of every other month at 3pm. CAO Cuming confirmed that the schedule worked for her and no board members had objections to the dates of 9/13/16, 11/8/16, 1/10/17, 3/14/17, 5/9/17 and 7/11/17.

c. Open Board Seat - Laura Jeffrey application

CAO Cuming noted that adding another board member increases the number needed for a quorum to four. Ed noted that adding a seventh member would leave the quorum at four but provide another person to attend to meet the quorum. Corinne said that she will ask Leigh Yetter at Biddle Ranch if she’s interested but that she thinks she might be too busy. CAO Cuming reviewed the board term schedules which the county has set with two different expiration dates. Growing the board to seven members would allow for two members to be non-constituents. Danielle Huber

indicated that she may have an interest and will consider it. Sally noted that she's willing to step down any time. Ed asked CAO Cuming if the board could vote on Laura Jeffrey's application and she indicated that their vote of support would go to the Board of Supervisors for approval. Ed feels that Laura has great qualifications and is a good candidate. Corinne's concern was whether or not Laura would be able to make the scheduled meetings. A motion was made by Corinne Smith, and seconded by Pat Goetz, to approve Laura Jeffrey's application for one vacant board seat. With no further discussion, it was approved by a unanimous voice vote of the local Advisory Board. Ed will call Laura to let her know and reiterate to her the importance of her attendance at the meetings.

8. Future Agenda Items/New Business:

- a. Proposed scope of work from FreshBuzz
- b. Rack cards for Chamber Visitor Center
- c. SLO Wine Lodging membership

9. Closing Comments:

10. Next SLO Wine Lodging Alliance Board Meeting:

Date: September 13, 2016
Time: 3:00pm
Location: Casita at Bobcat

11. Adjournment: The meeting was adjourned at 4:16pm.